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DNB SWOT & PESTLE ANALYSIS

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Company Name : DNB

Company Sector : Banking, Financial Services and Insurance

Operating Geography : Norway, Europe

About the Company : DNB ASA is the largest financial services group in Norway founded in 1822. DNB is one and one of the biggest in the locale as far as market capitalization and offers a range of financial services including savings, loans, advisory services, pension and insurance products for retail and corporate clients. It has around 11,710 employees worldwide as of 2017. Headquartered in Oslo, Norway, DNB operates in a number of industries with a strong position in the energy sector, and fisheries and seafood industry.

Revenue :\$2.164 billion – FY ending Dec 2016

SWOT Analysis :

The SWOT Analysis for DNB is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Large market share 2.Operations in 21 countries 3.Strong capital position 4.Quarter of Norway uses Vipps 	<ul style="list-style-type: none"> 1.Inherent risks in Insurance sector 2.Possible real estate bubble
Opportunities	Threats
<ul style="list-style-type: none"> 1.New Insurance markets 2.Mergers & Acquisitions 	<ul style="list-style-type: none"> 1.Emergence of niche banks 2.Brexit implications

PESTLE Analysis :

The PESTLE Analysis for DNB is given below:

Political	Economical
1.Stable government 2.Rising Tensions with Russia	1.Government Pension Fund Investments 2.Decrease in unemployment rate
Social	Technological
1.World's Happiest Country	1.License to Credit Information Companies 2.Share savings account aims to increase private ownership in Norwegian companies ","
Legal	Environmental
1.Proliferation of Green Bonds "]]	1.

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